

Reebok Realflex

Problem

How do you educate the public about the unique features of a new product?

Solution

Use interactive formats to create a fun way for consumers to learn and share information about the brand.

Background

The Reebok RealFlex sneaker was introduced in April 2011. The RealFlex sneaker includes 76 strategically placed sensors, also known as “Running Buddies,” which adapt to the environment and provide a tailored performance running shoe that helps your feet to move and flex as you run, jump and stretch. Reebok needed to make it known how this shoe is different from its competitors’ running shoes.

Objective

The objective of the program was to not only get the word out about the RealFlex availability but also get consumers to understand the reasons why the shoe was developed and how it can help runners have a more comfortable experience.

Though the core “buying” demo for the RealFlex is males 18-49, the objective of the out of home portion was to provide presence in key retail markets and be in close proximity to retailer locations to provide a mass awareness.

Strategy

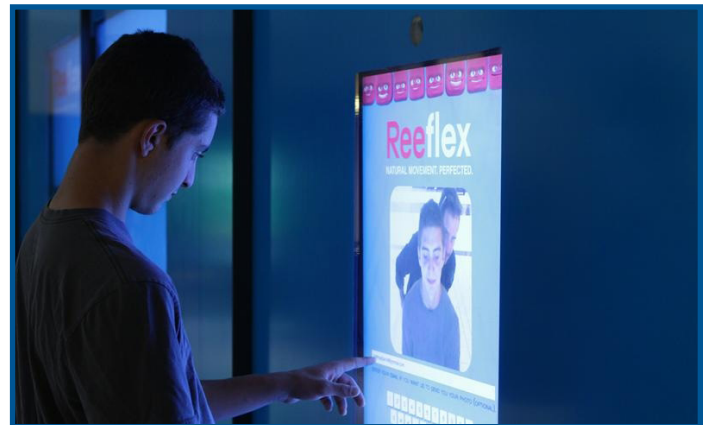
The planning agency wanted a consumer-centric campaign that would provide people with a fun and interactive way to gain an understanding of how the RealFlex sneaker works and learn about the Reebok RealFlex sneaker at strategic points of advocacy and retail proximity locations—all while driving earned media and giving Reebok a means to understand more about those consumers.

To truly drive interactivity and earned media, the planners felt the best way to illustrate the flexibility of the sneaker was through an interactive execution where consumers could upload their photo, touch and play with the “76 Running Buddies” and learn what they are able to provide for comfort, feel and support.

Interactive window displays came to the forefront as the centerpiece of the program. Locations were chosen based on proximity to retailers as well as high-traffic pedestrian zones. The digital storefronts enabled Reebok to have consumers interact with the brand as well as drive earned media by enabling them to share their “Running Buddy” photo via facebook, and receive a photo keepsake sent directly to their personal email. Email and social media input also allowed Reebok to collect user information, an invaluable data resource.

Consumers could come up to a smaller kiosk screen located next to an enormous digital display and take a photo of themselves. Once taken and submitted, their photo moved over to the bottom of the shoe, becoming one of the “Buddies.” On the larger screen, the last 10 users were shown as “Buddies” on the RealFlex sneaker, using the different personalities of the consumers to illustrate the multitude of personalities/functions each “Buddy” provides.

Bold traditional creative was also used to promote awareness by showing the shoe rolled, bent and contorted in various manners in high-profile, high traffic and retailer proximity locations, such as Times Square, and popular “athletic”/running and shopping areas like the Venice boardwalk and the Beverly Center in Los Angeles.



Some of the traditional media elements included a wall on the Beverly Center in LA, a vibrant hand-painted wall on the Venice Beach Boardwalk, and the Nasdaq/Reuters digital screens in Times Square. All locations were chosen based on their proximity to important retail stores, as well as heavy fitness areas.

Plan Details

Markets: Los Angeles, New York

Flight Dates: 4 weeks in May 2011

Out of Home Formats Used: Interactive storescapes/units, digital bulletins, walls, wallscapes, hand-painted walls

Results

Impressions Delivered

Interactive Units

Los Angeles

- The Grove – 1,200,000 impressions
- Santa Monica Place – 1,152,000 impressions
- Beverly Center – 2,280,000 impressions
- Hollywood & Highland – 1,600,000 impressions

New York

- 34th St – 5,445,000 impressions

Traditional Units

Los Angeles

- Venice Beach Painted Wall – 2,450,000 impressions
- Beverly Center Wall – 2,500,400 impressions

New York

- Nasdaq/Reuters Screens – 42,000,000 impressions

Due to the five digital interactive units/storefronts, Reebok was able to track the number of people who took photos and sent their photos to themselves via email as well as those who shared their photos through Facebook and other social media. Over the course of the one-month campaign, 107,120 total photos were taken and 21,837 photos were emailed. Of those emailed photos, 8,197 people clicked through the micro site on their email (outside of the actual interactive site itself) to share via Facebook or email to a friend, driving the earned media that Reebok was looking for.

